

WDDA Window & Door Dealer Day



Madeleine MacRae
CEO
MM MacRae Coaching and Consulting

Madeleine MacRae serves as CEO, Founder and Chief Innovator for MM MacRae, a national learning, coaching and consulting firm focused on the development and growth of pros and companies serving the home professionals industry.

Madeleine has more than 13 years of experience leading, consulting and growing pros, contractors and corporations and has developed a time-tested process and “language” for effectively bridging the gap between the needs and expectations of the corporate world and the needs and expectations of their greatest asset—their pros in the field.

Madeleine derives her energy from educating, inspiring and leading her clients. She is deeply connected and responsive and has a unique 360-degree view and understanding of objectives, goals and stakes.

Immersed in a world that is connected by products and services, but divided by a distinct disconnect in language, needs and motivators, Madeleine and her team serve as a compelling, engaging and proven bridge to awareness, education, loyalty and growth.